

## JOB DESCRIPTION – Campaigns and Content Officer

<b>Job title</b>	Campaigns and Content Officer
<b>Salary</b>	£23,170 – £24,960 per annum
<b>Location</b>	Rich Mix, 35-47 Bethnal Green Road, London E1 6LA. Some hybrid working may be available.
<b>Line managed by</b>	Acting Head of Marketing and Communications
<b>Contract type</b>	Full-time. 12-month fixed term contract.
<b>Hours</b>	35 hours per week (5 days), excluding one hour per day for lunch Some flexible working required to include evenings and weekends events out of office hours
<b>Annual leave</b>	25 days per annum, rising by one day per year to a maximum of 30 days. Plus bank holidays.
<b>Probation period</b>	Three months
<b>Notice period</b>	One month's notice in writing on either side on successful completion of probation.
<b>Start date</b>	September 2023
<b>Deadline for applications</b>	Wednesday 9 August 2023
<b>Interview dates</b>	Week beginning 14 August 2023

## ABOUT RICH MIX

Rich Mix is a dynamic arts centre and creative hub in the heart of Shoreditch in east London. Launched in 2006, we connect some of the city's most adventurous and diverse audiences to a vital, exciting and ambitious programme of contemporary culture.

Our wide-ranging programme consists of around 400 events every year and includes live music, performance, dance, spoken word, theatre and exhibitions as well as new release studio and independent cinema across our three screens. Through our Creative Engagement programmes, we develop and facilitate the creative potential of young people and wide-ranging communities from across east London.

Our diversity extends beyond our daily programme of events. A Shoreditch landmark, our building provides a home for some of the city's most socially progressive and innovative creative businesses with more than 20 resident organisations employing more than 200 people.

We are a National Portfolio Organisation of Arts Council England, and its investment allows us to broaden the scope, scale and ambition as well as the diversity of our programme.

**WE ARE A CHARITY. ALL OUR PROFIT SERVES OUR MISSION.**

Our business model, which we are rebuilding, generates around 80% of our annual turnover through cinema ticket sales, space hire, tenancies to creative and charitable organisations, and bar revenue.

In February 2022, we completed the first phase of our capital project plan Reimagining Rich Mix, delivering a revitalised first floor which includes a new Cinema Bar, artist green room, exhibition space and Creative Engagement space. The second phase of the project, which looks to increase our accessibility and improve our welcome, is due to start in late 2023.

[richmix.org.uk](http://richmix.org.uk) / @RichMixLondon

## PURPOSE OF THE ROLE

Rich Mix's marketing team works across the whole organisation, promoting and supporting all Rich Mix's activities: live events, cinema, creative engagement, private hires, bars and concessions, fundraising, membership, and building tenancies. In addition to driving attendance and ticket sales, the team works to ensure brand consistency as well as building awareness of Rich Mix.

The **Campaigns and Content Officer** will be integral to the marketing operation, leading on campaigns specifically for the revenue generating areas of the business (private hires, tenancies, bars and concessions, fundraising and membership), and content creation and delivery across our digital channels to tell the story of Rich Mix effectively. They will be a strong copywriter with a wealth of creative ideas, and will have experience of using digital and print communications to support income generation and communicate brand voice.

## KEY RESPONSIBILITIES

### Campaigns and promotion

- Deliver day to day campaign and strategy in collaboration with marketing team.
- Lead on creating and executing targeted campaigns (including fundraising, membership, and hires), working to increase the quality of data and deliver results, and evaluating ROI
- Liaise and collaborate with internal and external stakeholders, including the internal sales and events and creative engagement teams, hires clients, project partners, funders, and participants
- Contribute to development and implementation of marketing campaigns, digital, press, sales and audience development strategies against set objectives and key measures
- Work with the team on the evaluation of Rich Mix's multiple programmes and campaigns, including collating digital analytics, managing audience surveys and feedback
- Coordinate marketing activity for hires clients as needed, in liaison with the team

## Digital and content

- Maintain consistency and accuracy across the website to include creating and editing webpages (WordPress)
- Support the team with website development projects
- Plan, create and deliver engaging content on Rich Mix's social media channels maintaining the Rich Mix tone of voice and brand personality
- Plan, create and deliver engaging content for Rich Mix's blog, telling the story of Rich Mix and its various programmes, liaising with internal teams including the creative engagement team
- Plan, create and send emails to our mailing lists, supporting the team in increasing ROI (Dotdigital)
- Plan and deliver digital advertising activity in collaboration with the marketing team
- Carry out design, video and image editing for digital and print promotional assets (Photoshop, InDesign, Premiere)
- Liaise with and manage videographers, photographers and other external service providers
- Capture live social activity at Rich Mix events where appropriate
- Support with the coordination of live streamed / recorded events
- Maintain Rich Mix's presence on Google Arts and Culture, Google My Business and other brand touchpoints as necessary

## Print and distribution

- Liaise with and manage external designers, printers and distributors
- Work with the team to produce regular printed materials
- Proof all outgoing print ensuring a high level of accuracy and consistency

## Identity and profile

- Be a brand ambassador for Rich Mix, ensuring consistency across all outgoing in-house and partner communications, leading on the application of Rich Mix's brand tone of voice across all channels
- Undertake research to inform Rich Mix's brand positioning and to ensure Rich Mix's communication is timely, accessible and culturally relevant
- Work with team on brand communication strategies

## Data and evaluation

- Work with the marketing team to set digital objectives and monitor, evaluate and report on these regularly
- Work with team on surveying and evaluation processes
- Use insights from data captured by Rich Mix's ticketing system (Spektrix) to improve marketing effectiveness
- Collate and produce ad hoc reports

- Undertake research to inform campaigns and activities, with a focus on digital output and new technologies

## General

- Keep abreast of trends in digital, arts, events marketing and communication strategies
- Keep full and accurate track of your activity and any budget spend
- Work with interns, placements and freelance content creators to ensure smooth delivery against aims, and supporting their development where appropriate
- Attend a range of Rich Mix events
- Represent Rich Mix at networking and fundraising events
- Work with the creative engagement team to run workshops on marketing
- Ensure Rich Mix's policies as outlined in the Staff Handbook, including Health and Safety, Equality, Diversity & Inclusion, , and Environmental Policies, are implemented and reflected in all aspects of your work.
- Undertake any other duties commensurate with the status of the role and in keeping with its overall purpose.

## PERSON SPECIFICATION

### Essential skills, knowledge and experience:

- At least two years' experience working in a marketing role, preferably in an arts venue
- Experience of effective campaign planning and delivery
- Experience in using social media for marketing and engaging audiences
- A creative, engaging and accurate copywriter with strong experience of tailoring written content for different platforms and audiences, in-line with a brand's tone of voice
- Strong proofreading skills and high level of attention to detail
- A keen interest in the latest digital and marketing channels, tools and trends
- Takes an imaginative and creative approach, using your ideas to drive new ways of working to engage and maximise opportunities
- Ability to deliver the highest possible service to internal and external partners
- Experience of using Wordpress or other content management systems; Spektrix or other box office systems; Dotdigital or other email marketing systems
- Experience of using the Adobe Creative Suite (Photoshop and InDesign)
- Experience of content creation, including videography and photography
- Experience of managing external content providers (e.g. designers, photographers, videographers etc)
- Strong communication skills, both verbal and written
- Good stakeholder management with an excellent understanding of the role of the marketing operation in a venue
- A personable individual with a positive can-do attitude and a flexible approach
- Strong interpersonal and customer service skills
- Excellent IT skills, especially using Microsoft Outlook, Word and Excel

- A genuine passion for the arts and a keen interest in the work of Rich Mix
- Ability to perform well under pressure and work to deadlines and targets
- Highly organised and self-motivated
- A team player with the ability to work collaboratively and delegate where appropriate

**Desirable skills:**

- Experience of working in an arts venue
- Experience of using Artifax (customer relationship management system)
- Experience of supporting fundraising, membership or hires functions in an organisation

**Please note** this job description reflects the requirements of Rich Mix in July 2023. The role and duties of the post are subject to change in line with the future development of the organisation. Rich Mix reserves the right to make such changes as are necessary after any changes required have been discussed with the post-holder.

## HOW TO APPLY

Please complete an **Application Form** and **Equal Opportunities Monitoring Form** and send to [recruitment@richmix.org.uk](mailto:recruitment@richmix.org.uk) by 12 noon on Wednesday 9 August 2023.

Please ensure you include **'[Your first name] [Your surname] Application: Campaigns and Content Officer'** in the subject heading of your email. Please include your name in the filename of your attachments and ensure that your attached files are in PDF or Word format.

There is no need to send a CV, cover letter or other supporting documents.

Please note that your Equal Opportunities Monitoring form is not shared with the hiring panel.

We actively encourage people from a variety of backgrounds with different experiences, skills and perspectives to join us and influence and develop our working culture. We are particularly keen to hear from people of colour and candidates who self-identify as disabled.

If you would like this in a different format, please contact [recruitment@richmix.org.uk](mailto:recruitment@richmix.org.uk).